

RJ REYNOLDS

TOBACCO COMPANY

SAK

J. CAMPBELL / ROU 1610
PROMOTIONAL COORDINATOR

8899 MAIN STREET
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(716) 634-4179
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June 1998

RJR Account #«SIS»

«NAME»

«ACCOUNT»

CAMEL MENTHOL B2G1F / PROMOTION #800024

Dear «GREETING»:

CAMEL MENTHOL B2G1F *pre-sleeved* product (6M) has been ordered (see quantities listed below), as well as «SKUS» skus of B2G1F Displays (Item #536924) to pack and ship this promotion to your participating retail accounts. «COMMENTS»

CAMEL MENTHOL BRAND STYLE	B2G1F UPC Code	#/ (6M) Cases B2G1F
<i>Menthol Box</i>	12300-24958	«STYLE1»
<i>Lt Menthol Box</i>	12300-24959	«STYLE2»

DISPLAY DETAIL (#536924)

SKU CUBE:	0.7617
SKU WT (w/o Product):	1.4000 lbs
Retail Sales Offer per Sku:	21 Offers

EACH PRE-SLEEVED 6M CASE CONTAINS 30 WHITE CARTONS.

EACH WHITE CARTON CONTAINS 3 PRE-SLEEVED B2G1F DEALS, PLUS 1 LOOSE LIVE PACK.

EACH DISPLAY CONTAINS 7 WHITE CARTONS OR '21 B2G1F OFFERS'.

THIS EQUATES TO 49 LIVE PACKS PER DISPLAY TO BE BILLED TO RETAIL.

IT IS STRONGLY RECOMMENDED THAT YOU PLACE 1 ADDITIONAL LOOSE LIVE PACK INTO EACH DISPLAY; THIS WILL ENABLE YOU TO BILL RETAIL @ 5 CARTONS PER DISPLAY, RATHER THAN 4.9 CARTONS PER DISPLAY.

«PO»

Product / Premium Arrival:

June «SHIPDATE», 1998

Ship Date to Retail:

Week of: July 6, 1998

EFT \$ Amount:

\$«EFT»

PARTNERS 'BONUS' REPORTING DESCRIPTION

CAM_MTH_B2G1F_

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Camel Menthol B2G1F
«ACCOUNT»

Billing per Sku:

5 Savings Cartons (if additional live pack is added to Display)

4.9 Savings Cartons (if additional live pack is NOT added to Display)

PROMOTION DESCRIPTION: SEE ENCLOSED 'WHOLESALE PACKING INSTRUCTIONS'. UTILIZE PRE-ASSEMBLED DISPLAY. BECAUSE THIS PRODUCT IS PRE-SLEEVED, IT IS NOT NECESSARY TO 'LOAD' DISPLAY. RETAILERS WILL HANDLE DISPLAY SET-UP AT STORE LEVEL. SHIP NUMBER OF DISPLAYS TO EACH RETAIL ACCOUNT AS INDICATED ON THE ATTACHED CUSTOMER LIST.

BRAND STYLES: CAMEL MENTHOL BOX / CAMEL MENTHOL LT BOX

PLACE INTO EACH DISPLAY:

* 7 CARTONS: 3 CAMEL MENTHOL BOX / 4 CAMEL LT MENTHOL BOX

* 1 ADDITIONAL LOOSE LIVE CAMEL PACK (ADD PACK ONLY IF BILLING @ 5 CARTONS PER DISPLAY)

EACH DISPLAY WILL CONTAIN 21 B2G1F OFFERS, AND EITHER 7 OR 8 LOOSE LIVE PACKS.

(7 PACKS IF ADDITIONAL LIVE PACK IS NOT ADDED BY DIRECT ACCOUNT;

8 PACKS IF DIRECT ACCOUNT DOES ADD AN ADDITIONAL LIVE PACK).

RETAILER WILL PLACE THE LOOSE LIVE PACKS INTO ON-HAND INVENTORY.

(A 'RETAILER PROMOTIONAL PACKING EXPLANATION SHEET' IS INCLUDED IN EACH DISPLAY)

A list of accounts authorized to receive packed displays is attached. RJR will reimburse you \$4.90 per **promoted 6M** case for all displays packed and shipped to retail on a timely basis. This equates to \$«PYMT» («CASES» (6M) case(s) @ \$4.90). Payment will be made as soon as possible once verification is received that all displays have been shipped to retail.

As always, thanks for your assistance in the marketing of our products.

Sincerely,

Judy

J. Campbell
Promotional Coordinator / 1610

/jc

cc: «CC»

Enclosures:

- Customer List
- Wholesaler Packing Instructions
- Promotion Flyer

Note to RJR Manager:

Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.

CAM-MEN2.DOC

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210 SMS210N4 1 SALES MATERIALS SYSTEM 01/23/98 10:06
 Item: 536924 Finished Good ITEM MAINTENANCE FN: _____
 Description of Item: Action(C,D,R, ' '): _____ Next Item: _____
 S CAM MENTHOL FEB B2G1F DISPLAY KIT Status: A Item Type: F
 L Active Item: Y
 Prime Whse: W150 Refurb #: 0
 Multi Whse: N Corres #: 0
 Std Note Code NV STD/VAP/DAP Cycle Count: 00
 Sku Reserved: 5263
 Sku Available: 88537
 Asset Code: TJ Asset Prom No: 0 Sku in Process: 0
 Exp Code: TJ Exp Prom No: 800024020301 Sku Backordered: 0
 Brand Code: 4600 CAMEL Budget Code: 4600 Number BO: 0
 Repackable: N Sku Pkg: SKU Sku on Hand: 93800
 Ups Flag: Y Po Pkg: 1.000 Future Not Rsvd: 5847
 United Inch: 54.50 UPC: Sku Alloc Avail: 82690
 Sku Weight: 1.4000 Sku/Mast Pk: 1.000
 Sku Cube: 0.7617 Master Pk: N (Y/N) Avg Sku Cost: 2.5229
 Invntry Mgr: WGJBX MARGARET MCKINNY
 Allocated: Y Sku/Mast Pk Per Pallet: 0 \$ Onhand: 236648.0200
 Program Mgt: Category: 023 460 361 POS KITS C LE: 0.0000
 Enter-PF1---PF2---PF3---PF4---PF5---PF6---PF7---PF8---PF9---PF10--PF11--PF12---
 HELP Cmmt Retrn Pl/Cs Main

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